5 ,

10

15

## **ABSTRACT**

An Internet business model for conducting distribution of audio and multimedia programs, including the buying and selling of the advertisment space in the programs, integrating the selected ads into the programs, and distributing them to the listeners / viewers, using the internet. The Method includes techniques for accounting for royalties and fees associated with the distribution of the programming content as well as a open market for ad slot pricing based on consumer demand.

18